GOVERNMENT OF INDIA
RAILWAYS
LOK SABHA

UNSTARRED QUESTION NO:1275
ANSWERED ON:02.03.2006
ADVERTISEMENT IN RAILWAY COACHES
Ahir Shri Hansraj Gangaram

Will the Minister of RAILWAYS be pleased to state:

(a) whether the Railways propose to offer all the coaches in trains for advertisements in order to increase the earnings;

(b) if so, the details thereof; and

(c) the expected annual earnings to the Railways therefrom?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF RAILWAYS (SHRI R.VELU)

(a) & (b): A policy to generate earning through advertising on trains already exists. At present this is being done in the interior of coaches and exterior of some selected trains. Efforts are, however, being made to generate additional earning through this source by adopting modern means.

(c): Rs. 6.5 crore (approx) was generated through commercial publicity on trains during 2004-05. It is expected to make a positive growth.